



Comprehensive Sign Code Update to the General Sign Provisions

Community Development Department

Sign Code Review Committee

Meeting No. 7

April 16, 2015

Committee Comments

April 2, 2015

- What will the Temporary Sign Permit fee be? The fee needs to be reasonable/minimal.
- *The fee for temporary signs must be established by separate Resolution, which will amend the adopted Planning Services Fee Schedule. Fees are not codified within the Sign Code Ordinance. No fee is determined at this time, but it will be the minimum necessary to administer the over the counter process.*



Committee Comments

April 2, 2015

- How will the new requirement for a temporary permit affect the businesses in the Downtown mall? Would they now have to get a permit?
- *The signs on the Downtown pedestrian mall are regulated by a separate chapter of the Code (Chapter 19.625 – Private Party Signs Private Party Signs on City-Owned Property and the Public Right-of-Way).*



Committee Comments

April 2, 2015

- Concerned that length of time allowed for a temporary sign (30 days max.) is not enough. Suggests that the timeframe should be at least 60 days.

Duration

- No more than 30 consecutive days, except for period 1 week before Thanksgiving and one week after New Years.
- Maximum 60 days total per year per individual establishment



Committee Comments

April 2, 2015

- Concerned with current requirements for portable A-frames in the pedestrian mall in Downtown, that only allows the portable A-frames for restaurants, but not for other types of businesses on the Downtown pedestrian mall.
- *Chapter 19.625 allows one pedestrian mall sidewalk sign per ground floor lease space for food service businesses and museums subject to issuance of a sign permit and approval of the Zoning Administrator.*



Committee Comments

April 2, 2015

- Should make it very simple for the sign companies and the merchants to be issued permits and no permit should cost more than \$50.00.
- *The intent is to avoid a lengthy process or an administrative burden, and the ministerial requirements are simple and potentially include self-certification.*
- *The fee will be the minimum necessary to administer an over the counter process.*



Committee Comments

April 2, 2015

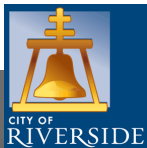
- Concerned that his tenants be able to get freeway signs but freeway signs only allowed for complexes greater than 9 acres.
- *Tall freestanding pylon-type freeway signs allowed subject to a minor conditional use permit by the Planning Commission.*
- *Commercial complexes 9 acres or more.*
- *Other standards related to height, distance from Caltrans R.O.W. etc.*



Committee Comments

April 2, 2015

- Building Wall Signs - 1 square-foot of sign areas allowed per lineal foot of tenant/establishment frontage.
- *On April 2nd, the Committee voted to allow for a 15 percent increase in sign area through a sign program, plus another 10 percent increase obtained through a sign modification,*
- *Result - Increase of 25 percent.*



Committee Comments

April 2, 2015

- Permit Requirements Cumbersome - Specifically Items No. 3, 4, 8, 10 & 11.
- *Staff will eliminate from the Code.*
- *Staff proposes to change the language in the proposed sign code to effectively state that applications shall include plans, drawings and other documentation as specified on a form approved by the Director of Community Development.*



Committee Comments

April 2, 2015

- Consider the addition of digital (EMC) menu boards for drive through restaurants.
- *Staff will seek consensus & direction from Committee to allow for these.*



Committee Comments

April 2, 2015

- Would like to revisit the proposed 100-foot setback requirement for wayfinding signs within commercial complexes, and consider a reduction of this requirement.
- *Way-finding Signs in Commercial Complexes over 6 Acres in Size. Commercial complexes larger than 6 acres that provide public parking are permitted additional directional/way-finding signs to aid traffic circulation and direct persons to parking areas and specific business functions subject to the following requirements:*
 - » *Signs shall be subject to the approval of a sign program pursuant to Section 19.620.110;*
 - » *Signs shall be set back at least 100 feet from any public right-of-way;*
 - » *Signs shall not exceed 15 square feet in area or 7 feet in height;*
 - » *The maximum number and location of directional signs shall be as determined by the approved sign program.*



Committee Comments

April 2, 2015

- City Comment – The proposed provisions for temporary signs carried over the existing Code's provisions related to temporary signs in residential zones.
- *Current Code, and as proposed: The only type of temporary signs allowed for residential properties are real estate signs, directional signs for open houses, subdivision signs and construction site signs.*



Thank You

- Committee Discussion
- Recommendation for Committee to send to Planning Commission for consideration.

